

Message Text

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PAGE 01 LONDON 11513 01 OF 02 251919Z

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ACTION EB-07

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UNCLAS SECTION 01 OF 02 LONDON 11513

DOD FOR DSAA, LA, ISA, PA; USAF FOR XD, RD, LG; CNO FOR
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SUBJECT: USG PARTICIPATION FARNBOROUGH INTERNATIONAL AIR
SHOW 1976, SEPT. 5-12

REF: A-1014, 19 DEC 1974.

SUMMARY - SUCCESS OF USG PARTICIPATION IN FARNBOROUGH
HAS FOSTERED MOUNTING INTEREST OF US FIRMS IN EXHIBITING
AT THE 1976 FARNBOROUGH INTERNATIONAL AIR SHOW AS PARTIC-
IPANTS IN MAJOR US GOVERNMENT EXHIBITION. OTHER IMPOR-
TANT COMPANIES WHICH DID NOT PARTICIPATE IN '74 HAVE ALSO
EXPRESSED STRONG INTEREST. WITH A NUMBER OF INITIATIVES
FLOATING ABOUT EUROPE FOR A COMMON EUROPEAN AEROSPACE
INDUSTRY, IT IS IMPORTANT THAT US MANUFACTURERS BE
ENABLED SEIZE EVERY OPPORTUNITY MAINTAIN THEIR AEROSPACE
MARKET POSITIONS. POST THEREFORE STRONGLY RECOMMENDS
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PAGE 02 LONDON 11513 01 OF 02 251919Z

US GOVERNMENT PARTICIPATION IN FARNBOROUGH INTERNATIONAL

'76 AIR SHOW WITH A MAJOR PRESENTATION.

1. POST RECOMMENDS USDOC PROVIDE LEADERSHIP FOR USG-SPONSORED PARTICIPATION IN FARNBOROUGH, BEGINNING WITH ESTABLISHMENT OF OVERALL COORDINATING GROUP TO PROVIDE LIAISON AND WASHINGTON FOCAL POINT. IT IS ADDITIONALLY REQUESTED THAT COMMERCE PROVIDE NECESSARY FINANCIAL AND MANPOWER RESOURCES, THE LATTER TO INCLUDE, BUT NOT BE LIMITED TO: (A) STATESIDE SOLICITATION, (B) AN EXHIBITION MANAGER, A DIRECTOR OF BUSINESS RELATIONS, ASSISTED BY A MARKET PROMOTION OFFICER AND AN EXPERIENCED FISCAL ASSISTANT.

2. AN OUTSTANDING PUBLIC FEATURE AND THEME FOR THE '74 EXHIBITION WAS FAA EXHIBIT, WHICH CONTRIBUTED MARKEDLY TO SALES RESULTS IN FARNBOROUGH '74. POST FIRMLY CONVINCED FAA PARTICIPATION IN '76 ESSENTIAL TO ENHANCE TOTAL USG PRESENTATION AND CONTINUED SALES THROUGH COMMUNICATING THE NATIONAL AVIATION SYSTEM STORY, WHICH PROVED A GREAT ATTRACTION FOR ALL VISITORS. OF FURTHER RELEVANCE ARE FAA PRIME CONTACTS IN THE "THIRD WORLD".

3. SUCCESS OF NATIONAL PARTICIPATION IN MAJOR AIR SHOW GREATLY DEPENDENT ON ACTUAL HARDWARE DISPLAYED AS SUPPORT TO THE REST OF THE INDUSTRY. AN EXCEEDINGLY IMPORTANT FACTOR IN THE IMPACT OF US TECHNOLOGY ON THE '74 SHOW WAS USAF SUPPORT THROUGH THE SR-71 RECORD-BREAKING TRANS-ATLANTIC FLIGHT. POST THEREFORE REQUESTS COMMERCE AND STATE TO NOTIFY FORMALLY DOD IN WRITING OF THEIR INTENTION TO SUPPORT FARNBOROUGH '76. THESE TWO AGENCIES SHOULD SPECIFICALLY REQUEST DOD TO ESTABLISH CLEAR GUIDELINES BY DECEMBER 1975 FOR ADVANCED AIRCRAFT/EQUIPMENT PARTICIPATION IN ORDER THAT PROSPECTIVE CONTRACTOR PARTICIPANTS MAY BEGIN PLANNING AND EVALUATING THEIR PROMOTION EFFORTS. THIS WILL IN TURN PERMIT EFFECTIVE INTEGRATION OF THEIR PROMOTION FLYING AND STATIC DISPLAY PLANS WITH THE OVERALL SHOW THEME AND ORGANIZATION.

4. ANOTHER IMPORTANT CONTRIBUTION TO THE SUCCESS OF THE '74 EXHIBITION WAS THE ACTIVE PARTICIPATION BY SENIOR UNCLASSIFIED

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PAGE 03 LONDON 11513 01 OF 02 251919Z

USG OFFICIALS, INCLUDING ACTING AS VIP HOSTS FOR HIGH LEVEL BUSINESS RECEPTIONS HELD DAILY IN THE US EXHIBITION LOUNGE.

5. NECESSARY SUPPORT ACTIVITY INCLUDES COORDINATION OF INVITATIONS AND TRAVEL AS WELL AS THE PRACTICAL SUPPORT, BOTH ADMINISTRATIVE AND FINANCIAL, FOR THE ESTABLISHMENT OF (A) SUITABLE CONTROL CENTER IN LONDON FOR VIP VISITORS

AND HOSTS FOR OFFICIAL RECEPTIONS AND (B) TRANSPORTATION/
COMMUNICATIONS FACILITIES.

6. EMBASSY HAS ESTABLISHED FARNBOROUGH 1976 COMMITTEE,
CHAired BY MINISTER FOR ECONOMIC AND COMMERCIAL AFFAIRS

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PAGE 01 LONDON 11513 02 OF 02 251922Z

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FAA WASHDC

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UNCLAS SECTION 02 OF 02 LONDON 11513

MILLER. COMMITTEE HAS DESIGNATED TRADE CENTER DIRECTOR
AS CONTROL AND COORDINATOR OF ACTIVITIES RELATING TO
POST'S PLANNING AND PARTICIPATION.

7. FARNBOROUGH ORGANIZERS, SOCIETY OF BRITISH AIRCRAFT
COMPANIES (SBAC) HAVE BEEN INFORMED OF OUR INTEREST IN
EXPANDED AREA AT SAME LOCATION AS IN 1974. PRELIMINARY
DISCUSSIONS BY EMBASSY WITH INDUSTRY HAVE BEEN BASED ON
POSSIBILITY OF ESTABLISHING CONTRIBUTION LEVELS ON A COST
SHARING BASIS, PRO-RATED ON THE INCREMENTS OF SPACE
OCCUPIED PER PARTICIPANT. SBAC HAS INDICATED SOME CHANGES
IMPROVEMENTS AND EXPANSION OF '74 FACILITIES, INCLUDING
COST INCREASE DATA PRESENTLY UNDER STUDY WHICH, WHEN

AVAILABLE, FARNBOROUGH COMMITTEE MEMBERS WILL DISCUSS
WITH REPRESENTATIVE US FIRMS. SBAC SCHEDULE CALLS FOR
SEPTEMBER RELEASE OF TOTAL PACKAGE CONCERNING SPACE,
LAYOUTS, COST' ETC., TO BE FOLLOWED BY REQUEST FOR FIRM
IDENTIFICATION OF POTENTIAL PARTICIPANTS' REQUIREMENTS
IMMEDIATELY THEREAFTER, WITH FINAL SPACE ALLOCATION BY
END OF JANUARY 1976.

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PAGE 02 LONDON 11513 02 OF 02 251922Z

8. ACTION REQUESTED. EMBASSY REQUESTS RESPONSE BY END
AUGUST INDICATING WASHINGTON POSITION AND PROJECTED
PROGRAM SUPPORT OF AGENCIES CONCERNED.

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